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FOR IMMEDIATE RELEASE
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CONTACT: Jennifer LeNoir

LUBBOCK -- Area of finance faculty members in the Texas Tech University College of Business Administration recently received a \$10,000 grant from the Wayne and Gladys Valley Foundation in Oakland, Calif., to support research about investments.

The team's research will focus on alternative methods of asset allocation and rebalancing techniques that can be used by private foundations to manage their investment portfolios. A report of their progress and activities will be provided to officers of the foundation by Dec. 31, according to R. Stephen Sears, professor of finance and director of the Institute for Banking and Financial Studies at Texas Tech.

"Determining what amount of a foundation's monies should be directed to cash, stocks and bonds can be difficult. Therefore, a pressing issue for foundations today is how to achieve the proper mix of investments," said Sears.

Sears and two other finance faculty members are gathering data on current investment strategies typically used by foundations. To conduct the research properly, faculty members will acquire historical data related to different types of investments so they may use the information to combine a variety of investment portfolios that will illustrate certain investment strategies. Specifically, the researchers will look at historical investment allocations and return information for a representative sample of private foundations, as well as historical return information for selected domestic and international financial asset groups.

The team of researchers will make recommendations about the most suitable strategies for meeting the needs of the foundation. Ultimately, the selected investment strategy will be dependent on what foundation representatives want to invest in and how much risk they are willing to take, said Sears.

Faculty members included in the Texas Tech research team are Bill Dukes, Scott Hein and Sears, all professors in the area of finance.

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[Editor's Note: Members of the media who want to interview volunteer Ranch Hosts or David Salay should contact Deborah Bigness at (806) 742-0500.]

LUBBOCK -- The Ranching Heritage Center of the Museum of Texas Tech University will host its annual Ranch Day celebration, "Windmills and Washtubs: A Ranch Life Sampler," from 10 a.m. to 5 p.m. Saturday (Aug. 26) at Fourth Street and Indiana Avenue. The event is free and open to the public.

"Ranch Day continues the center's tradition of showing everyday life on the ranch," said David Salay, director/curator at the Ranching Heritage Center. "A number of new activities and crafts have been added to illustrate little known aspects of ranching history or to highlight crafts that have been all but lost. There is something for every member of the family to see and do."

The day will feature costumed volunteers performing a variety of crafts, chores and skills that represent ranch life from 1840 to the present. Additional demonstrations of current ranch activities will include cattle branding, horse training and quilting, said Salay.

Three historic events associated with the center's buildings also will be featured. For the first time, a re-enactment will focus on a shootout that occurred at the center's Hedwig Hill cabin during the Mason County Wars. The historical show will be performed by the 1880s Saddle Tramps of San Antonio. Other new features include a parade of horse breeds and longhorn cattle as well as a demonstration of how settlers used natural plants for dyeing fabrics.

Visitors may participate in activities such as practice roping, carriage rides and historic games for children. A barbecue lunch is available for a \$5 or \$6, regular or large plates, respectively. Cold lemonade will be sold on the site throughout the day.

For additional information about Ranch Day, individuals are encouraged to contact Deborah Bigness, program and volunteer coordinator at the Ranching Heritage Center, at (806) 742-0500.

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(Editor's Note: This is the first story in a series on school transitions).

COLLEGE COACHING NOT LIMITED TO ATHLETICS

by Josh Ben Allen

LUBBOCK -- Athletic coaches have taught academic administrators a lesson in student retention, according to Don Garnett, director of Texas Tech University's Transition Advisement Center.

"When coaches get an 18-year-old with raw talent and underdeveloped skills, they do not send the student back home," Garnett said. Instead, they place the young athlete in the care of a strength coach who outlines a long-range plan of development.

"Texas Tech is taking similar approaches to intellectual development. We should meet students where they are and develop them," Garnett added. "Then, they will stay with their academic programs."

Before students bite off more than they can chew, Garnett says the university should evaluate students' abilities and tailor courses to fit their needs.

A computer program in Texas Tech's College of Engineering called GREG (Grade Results Evaluation Game), for example, predicts test performance and time needed for a college education, according to the programs creator James M. Gregory. GREG also balances a student's financial needs, employment demands and other time constraints.

Programs like GREG provide early interaction between the student and the university, a critical factor in retaining students, according to Garnett.

"Students who have early and frequent contacts in the university, do better than those who do not. A connection on campus makes a student more likely to persist and succeed," Garnett said.

Graduation rates will increase if a students' needs are met, Garnett said. Statistics show that less than 10 percent of college students leave due to academic dismissal. If students expectations are not met, they might leave.

Focusing on the needs of academically talented students, the honors program at Texas Tech strives to retain students by offering additional intellectual challenges. Texas Tech offers more than 50 honors courses each semester and students can contract with individual professors for honors credit in non-honors courses, Garnett explained.

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Through the university transition advisement center, academic advisement based on Texas Academic Skills Program test scores helps a student take the classes needed to understand higher level courses. TASP scores generally help identify a weakness in a student's high school preparation, Garnett said.

"Sometimes a high school student with a good record simply needs to learn good study skills before taking that first college class," Garnett said.

Texas Tech offers a freshman seminar to ease students into the college environment. Another class called Strategies for Learning focuses solely on study skills and time management skills.

In addition to formalized classes, Texas Tech offers a battery of services to students making the transition to college. Services at the Career Planning and Placement Center help students think of their college career as a way to build and diversify a resume. Housing and Dining Services' QUEST (Quality University Environment for Students in Transition) program houses freshmen in one residence complex for peer support. Tutors help Texas Tech athletes with classes and advisement. The counseling center assesses students' learning styles and helps them adjust accordingly.

"I tell students to treat this institution like a giant educational mall and go shopping, check things out and develop contacts," Garnett said. "Because, unless students have a good experience from the start, our recruiters' efforts might have been for not. In other words, we have to continue to sell Texas Tech to our students after they are on campus."

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LUBBOCK -- Texas Instruments Inc. has awarded \$4,000 to the TexPREP-Lubbock Program at Texas Tech University. Portions of the gift will be used to fund awards for outstanding students in the TexPREP-Lubbock program.

The donation was comprised of equal funding from the Texas Instruments Foundation and the Texas Instruments Lubbock plant.

TexPREP-Lubbock is an eight-week educational experience for pre-college students who have demonstrated a potential for careers in the areas of mathematics, engineering and science. The Lubbock site, which opened in 1986, is one of 19 locations designated to host the PREP program which began in San Antonio in 1977.

"We're so pleased that we received support not only from the Texas Instruments Foundation but also the local plant. This event would not have occurred had it not been for the kind and generous support of Rodney Cates. We are very grateful for his efforts and Texas Instrument's generosity," said Charles Kellogg, associate professor of mathematics and TexPREP Lubbock director.

Students are recruited from local and area junior high and high schools, and acceptance into the program is based upon academic ability and student desire. TexPREP students are offered courses in mathematical thought, computer science, engineering, technical writing, university readiness and probability and statistics.

TexPREP-Lubbock is supported by the Amarillo National Resource Center for Plutonium, Amoco Oil Company, the Texas Higher Education Coordinating Board Eisenhower Program, the State of Texas, National Aeronautics and Space Administration, the U.S. Department of Energy, the GTE Foundation as well as Texas Tech's College of Arts and Sciences, College of Engineering and department of mathematics.

CUTLINE
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EDUCATIONAL AWARD -- Texas Instruments Inc. recently presented a check for \$4,000 to the TexPREP-Lubbock Program at Texas Tech University. Shown are, from left, Texas Instruments Site Manager Rodney Cates, TexPREP Director Charles Kellogg and TexPREP Associate Director Shelby Hildebrand. Kellogg and Hildebrand are mathematics professors in the department of mathematics at Texas Tech. (News and Publications photo by Artie Limmer)

(Editor's Note: See the attached map for a graphical example.)

LUBBOCK -- On the first day of classes Monday (Aug. 28) at Texas Tech University, campus drivers will have to adjust customary traffic patterns. Campus traffic temporarily is detoured around City of Lubbock construction that has blocked part of Sixth Street south of the Lubbock Coliseum.

The detour, which will be in place at least through mid-September, is expected to cause traffic delays at peak times, especially during the beginning of the work day and during class changes.

University officials have coordinated efforts with CitiBus to reroute the standard campus bus routes around the detour. Police officers will be stationed at key intersections to assist motorists and pedestrians to minimize the impact the detour will have on the Texas Tech community, according to University Police Chief Jay Parchman.

"We recommend that faculty, staff, students and visitors to the campus avoid the area of the detour or allow extra time in their travel schedules if they must travel through the area south of the Lubbock Coliseum," said Parchman.

During the City of Lubbock construction detour, students and employees with handicaps can arrange special transportation to and from campus buildings by calling the Student Association Office at (806) 742-3631.

Additionally, the campus entry station at Seventh Street and Boston Avenue has been relocated on block west to Seventh Street and Canton Avenue. The relocated entry station will serve as the primary gateway to the Engineering Key from the north and for traffic on Canton Avenue. As a result, the Canton Avenue intersection at Sixth Street now is the only entryway for reserved parking lots R-2, R-4, R-16, R-17 and R-22.

Boston Avenue will be closed from the point where it intersects with Akron Avenue near Seventh Street.

